# V-WEAR I '94
# PROGRAM REVIEW

| | PREVIOUS WEEK (3/30/94) | | CURRENT WEEK (4/6/94) | | CUMULATIVE (4/6/94) | |
|---|---|---|---|---|---|---|
| **MAIL RECEIPTS** | **4,897** | **100.00%** | **4,486** | **100.00%** | **45,859** | **100.00%** |
| DM#1 | 2,621 | 50.13% | 2,510 | 55.95% | 28,870 | 62.95% |
| Magazine | 604 | 12.61% | 310 | 6.91% | 3,038 | 6.62% |
| FSI | 870 | 19.93% | 658 | 14.67% | 9,184 | 20.03% |
| Carton Insert | 186 | 4.45% | 161 | 3.59% | 372 | 0.81% |
| Bounceback | 616 | 12.88% | 847 | 18.88% | 4,395 | 9.58% |
| **ORDERS PROCESSED** | | **2,956** | | **4,835** | | **36,705** |
| % of Mail Receipts Processed | | - | | - | | 80.04% |
| *Estmated Unprocessed Orders* | | - | | - | | *9,154* |
| *Estmated Unprocessed Item Orders* | | - | | - | | *21,963* |
| **TOTAL ITEMS ORDERED** | **5,916** | **100.00%** | **10,561** | **100.00%** | **88,067** | **100.00%** |
| Low UPC | 3,602 | 60.89% | 5,932 | 56.17% | 48,848 | 55.47% |
| Mid UPC | 1,329 | 22.46% | 2,412 | 22.84% | 21,338 | 24.23% |
| High UPC | 985 | 16.65% | 2,217 | 20.99% | 17,881 | 20.30% |
| **TOTAL ITEMS PER ORDER** | | **2.00** | | **2.18** | | **2.40** |
| Low UPC | | 1.22 | | 1.23 | | 1.33 |
| Mid UPC | | 0.45 | | 0.50 | | 0.58 |
| High UPC | | 0.33 | | 0.46 | | 0.49 |
| **TOTAL UPCS REDEEMED** | **400,110** | **100.00%** | **812,935** | **100.00%** | **6,715,310** | **100.00%** |
| Low UPC | 134,020 | 33.50% | 220,165 | 27.08% | 1,812,385 | 26.99% |
| Mid UPC | 89,260 | 22.31% | 164,470 | 20.23% | 1,449,620 | 21.59% |
| High UPC | 176,830 | 44.20% | 428,300 | 52.69% | 3,453,305 | 51.42% |
| **TOTAL UPCS PER ORDER** | | **135.36** | | **168.14** | | **182.95** |
| Low UPC | | 45.34 | | 45.54 | | 49.38 |
| Mid UPC | | 30.20 | | 34.02 | | 39.49 |
| High UPC | | 59.82 | | 88.58 | | 94.08 |
| **ITEMS** | **5,916** | **100.00%** | **10,561** | **100.00%** | **88,067** | **100.00%** |
| Low (20-40) | | | | | | |
| Tattoo Kit | 122 | 2.06% | 203 | 1.92% | 1,504 | 1.71% |
| T-Shirt | 466 | 7.88% | 787 | 7.45% | 6,632 | 7.53% |
| Choker Kit | 592 | 10.01% | 1,037 | 9.82% | 9,027 | 10.25% |
| Lighter | 1,176 | 19.88% | 1,908 | 18.07% | 16,052 | 18.23% |
| Sunglasses | 1,246 | 21.06% | 1,997 | 18.91% | 15,633 | 17.75% |
| Mid (55-80) | | | | | | |
| Crepe Scarf | 188 | 3.18% | 374 | 3.54% | 2,992 | 3.40% |
| Mini-Bag Pouch | 618 | 10.45% | 957 | 9.06% | 9,131 | 10.37% |
| Poet's Blouse S/M | 248 | 4.19% | 507 | 4.80% | 4,418 | 5.02% |
| Poet's Blouse M/L | 275 | 4.65% | 574 | 5.44% | 4,797 | 5.45% |
| *total poet's blouse* | *523* | *8.84%* | *1,081* | *10.24%* | *9,215* | *10.46%* |
| High (100-400) | | | | | | |
| Long Vest S/M | 201 | 3.40% | 432 | 4.09% | 3,627 | 4.12% |
| Long Vest M/L | 285 | 4.82% | 470 | 4.45% | 4,039 | 4.59% |
| Large Suede Pouch Bag | 170 | 2.87% | 476 | 4.51% | 3,359 | 3.81% |
| Wristwatch | 207 | 3.50% | 505 | 4.78% | 4,022 | 4.57% |
| Leather Jacket S | 22 | 0.37% | 47 | 0.45% | 379 | 0.43% |
| Leather Jacket M | 32 | 0.54% | 107 | 1.01% | 906 | 1.03% |
| Leather Jacket L | 68 | 1.15% | 180 | 1.70% | 1,549 | 1.76% |
| *total long vest* | *486* | *8.22%* | *902* | *8.54%* | *7,666* | *8.70%* |
| *total leather jacket* | *122* | *2.06%* | *334* | *3.16%* | *2,834* | *3.22%* |



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Source: https://www.industrydocuments.ucsf.edu/docs/xfhj0004